

Site Planning for Geared Media

Web site design is like organizing. The designer can only lay out what they are given. Only you know your business best. Please provide us with some information to help us determine an accurate estimate of time scale and cost.

Once you have completed this form, you can email us a scanned copy at laci@geared-media.com with your content (photos, text, etc.) or mail it with a CD or hard copies of your content to:

Geared Media
1115 E. Broadway St.
Princeton, IN 47670

Once your information is processed we will email you with a quote.

If you have any questions, you can contact Laci Tucker at (812)385-8156 or laci@geared-media.com Monday-Friday 9am-6pm Central Time.

Primary Contact for this Project: _____
Phone Number: (_____) _____ - _____ Cell Phone: (_____) _____ - _____
Email Address: _____@_____._____

What is your Desired Launch Date for This Web Project: _____
Have you set aside a specific budget range for this project? _____

Company Name: _____
Company Address: _____

Company Phone Number: (_____) _____ - _____
Tagline: _____

Do you have a Facebook account or any other Social Media you upkeep for your business? If so, please include URLs: _____

Briefly Describe your Company and the Services You Offer: _____

What Do You Hope To Accomplish With Your Web Site: _____

How will you supply content for your web site? (A text document or typed email or digital format is best) _____

Your Corporate Identity

Do You Currently Have a Logo? Yes No – If not, do you need one designed? Yes No

Company Colors (if any): _____

Company Font(s): _____

Describe your typical customer: _____

If you have a set of design guidelines that specifies how to use your brand identity, please enclose it with this document, or outline below any guidelines that are specific to the use of your brand identity online. Similarly enclose information about Font usage if you have a specific font used throughout your branding. [This applies to companies who require their new website to mirror existing company stationary, brochures or annuals reports]

Current Website (if any): _____

Preferred Web Address (if available): _____

If you currently have a web site, what parts of your current site do you like and want to integrate into the new web site? _____

If you currently have a web site, what parts do you dislike that has prompted a redesign? _____

Are there any existing web sites that you feel deliver aesthetic elements you're looking for in this project? Please be specific and list company name, web address and desirable features:

Please list your competitor's URL's (if any). What do you like or dislike about these sites? How do you wish to distinguish yourself from your online competitors?

Navigation

Think about the purpose of each page, what your visitors will want to find or do on that page, and what content you can provide to help your customers find what they are looking for.

What Navigation and Sub Navigation do you want to extend from your main page?

- About Us/Bio/Mission
- Our Process
- Products/Services
- Departments – List: _____
- Programs
- Price List
- News
- Articles
- Typical Client Results/Testimonials
- Ecommerce Store(s) - # of Categories _____, # of products _____
- Calendar of Events
- Helpful Links of local, industry, or reference sites
- Location/Directions/Map
- Hours
- Photo Gallery/Portfolio - # of galleries _____
- FAQ (Frequently Asked Questions)
- Links
- Portfolio
- Request Forms/Survey Forms
- Company Directory/Staff Page
- Contact Us
- Employment
- Get involved/Contribute/Join
- Policies
- Community

Content

It is our experience that clients have a considerable amount of work to do in preparing content for their sites. We cannot be responsible for preparing your content, only assembling it onto aesthetically pleasing, easy to read Web pages.

Text:

You will need to set up word processor files (we prefer Microsoft Word) for the text to be contained in your site. Indicate headings for each page topic from this worksheet (Home Page, About Us, FAQ, etc.) It may even be helpful to set up a separate document for each page

Please send us your final version or as close as possible. While we expect to make minor changes here and there after the web site is prepared, it will save you money to have it right the first time.

You may also submit your text in hard copy but it will take us substantially more time to type your text and may increase price.

Company Logo and Trademarks:

You may already have an existing company logo that you would like to use. If so, please provide us with an electronic copy. Also, if you have an existing letterhead, business cards, brochures, etc. it would be helpful if you provide us with copies of those too. This way we can see how you currently present your company image and if you're happy with it we will follow through with the same look to keep your branding intact.

If you DO NOT have an existing company logo, we will work with you to design one! We also do design for business cards, brochures, signs, etc.

- Have an existing logo we are happy with - electronic copy will be provided
- Have an existing logo we are happy with – can only supply hard copy
- Have an existing logo we would like updated or redesigned
- Do not have a logo and will need you to design one.

Video:

- Yes, I want to include video on my web site and will provide web-ready files
- Yes, I want to include video – I need Geared Media to record it at my location
- Yes, I want to include video – I need Geared Media to record it in the studio.

External Links:

Please include a list of any external links that you would like to have on your site, specifying which page they should appear:

Flash and Custom Graphics:

- I would like a Flash design on my page – Please Describe:

- I need custom graphics or photo editing for my site – Please Describe:

Photos:

It is likely that photographs will be needed in the design of your site. We need to determine what the best source will be for the photography.

- I will provide all the photos needed
If you have photos that you would like to be used on your web site, provide digital copies, if available. Alternatively, we can scan hard copies of the photos. Please be sure you are the copyright holder on the photos or you have permission from the copyright owner.
- I'm interested in Geared Media shooting photos for my website at my location
We are capable of shooting photos for usage on your site. We will charge our standard hourly rate plus travel time but there will be no additional usage fee.
- I'm interested in Geared Media shooting photos for my website in the studio
If you are able to bring your subjects to us, we can set up lights and green screen or light box to photograph for your site. We will charge our standard hourly rate but there will be no additional usage fee.
- I prefer to use all Stock Images
Sometimes the project can best be served by using stock photography. There are numerous great on-line stock photography agencies out there. Searching the right stock images will be part of our design process. Stock images come with fees and may vary from image to image. Please inform us of your stock image budget.
- Other (please explain) _____

Programming:

- I want my site to be interactive – Please Describe:

Search Engines:

- Search Engine Optimization (SEO) - If you would like to be found on search engines we can optimize your web site for this. Note: Once a web site has been set up for search engines, it may take months to reach the number one spot. Your search position is based on an algorithm and must be built up with time and visitors. However, without search engine optimization it is unlikely that searchers will find your web site at all without the actual web address in hand.
- Advertising Monthly with Search Engines - you can pay a monthly fee to advertise on the search engine and be placed in the advertiser section of the search.
- I do not want wish to take extra measures to get on the search engines, my clients will be able to find me by my web address alone.

Maintenance

Instead of hiring an in house artist or web designer, you have our team of designers and programmers without having to pay employee benefits and taxes.

This will allow our team to give you support 100% of the work week if needed for any Graphics/Video/Web Design/Interview Recording/Custom Design/Tutorials/Booklets/Brochures/Signs/Banners/Etc. While the actual design work would be completely covered, the physical printed items would be charged accordingly. This support would literally allow you to change your website and add content an infinite amount of times throughout your service agreement. We would also come to your Business location to discuss, record video, and work with you if needed. Travel fees not included.

Having a team dedicated to your business, at your Graphics/Web/Video disposal, can allow faster turnaround times and faster responses from potential clients and existing clients alike.

- Check here if you would like to get more information about this service.

Otherwise we can maintain your site on an as-needed basis for an hourly fee. "Maintenance" does not begin until after you are happy with your site and the page has officially launched.

Many clients ask us if they can maintain the pages we design. Unfortunately, the answer is no. We code our web sites from scratch in a text editor, so unless you know the programming language it is not possible to edit the site. There are drag-and-drop editors available but they aren't as simple as they sound and take time to learn. If we built your site, we know it inside and out and can update it very quickly. However, if changes get made through an editor it could take a lot of time for us to fix it. To avoid any costly mistakes, we like to take care of all your editing and save you the time and frustration.

Let's Get Started!

Once you submit this form to us, your estimate will arrive in your email soon along with an explanation of procedures and due dates. We will start work as soon as we receive a 50% deposit. We will give you an estimated completion date, but we are relying on you to furnish the materials--you can make the process quicker and more efficient and you can also delay it.

We guarantee our work. Any misspellings, incorrect information or text, and any non-working elements that we have caused will be fixed immediately if brought to our attention within the first 2 weeks of contract completion. Any subsequent problem after those 2 weeks will be investigated and you will receive an estimate for the cost. Please note if you contract for maintenance with us, most problems will be handled within those parameters.

Please take time to review this form and make a list of items that need to be sent to us. You will be informed by email if additional materials are needed. Keep a copy of that e-mail and this form.

We look forward to working with you!

Please let us know if you have any questions, concerns, or additional information:
